## GS1 US

Growing businesses build stronger retailer relationships by creating and managing U.P.C. Barcodes with Data Driver®.

### CHALLENGE

Both Enmon Accessories and Orly Shoes used multiple spreadsheets to allocate and manage their U.P.C. barcodes. This required extra time and meant potential errors.

### SOLUTION

Data Driver, an easy-to-use online tool, helps both companies create, manage and print U.P.C. barcodes for their diverse and extensive product lines.

### BENEFITS

- **Improved productivity.** Both companies save significant time during new-item set-up. For Orly Shoes, it takes one-third the time.

- **Avoided costs.** With Data Driver, errors have been virtually eliminated. This helps Enmon Accessories and Orly Shoes avoid costs due to re-works.

- **Faster time-to-market.** Enmon's order processing time has been cut in half. Orly Shoes stays competitive by getting its new styles out to market faster.

- **Strong customer relationships.** Both companies keep retailers satisfied and relationships strong with fast order processing, accurate point-of-sale scanning, and vital product information.

- **Avoided penalties.** Data Driver reduces retailer chargebacks – penalties retailers may assess to the supplier for incorrect or low quality U.P.C.s.

# Enmon Accessories and Orly Shoes Small Businesses Get Big Benefits

Small and mid-sized businesses must make the most of their resources – inventory, people, time and money – to drive growth and thrive in fiercely competitive markets. Forging strong customer partnerships while controlling costs can be challenging. To get and stay profitable, growing companies must put in place a major building block: reliable systems coupled with streamlined processes to create and share accurate product data with trading partners.

For Enmon Accessories and Orly Shoes, strong customer relationships represent the hallmark of their companies' success. As suppliers of premier products, both focus on ways of doing business easier, faster and better with their retailers. One significant way includes the use of Data Driver®, an easy-to-use online tool developed by GS1 US™. Data Driver helps them uniquely identify their products by creating, managing and printing Global Trade Item Numbers® (GTINs®), also known as Universal Product Codes (U.P.C.s). As a result, errors have virtually been eliminated – errors associated with uniquely numbering products based on GS1 Standards. Enmon Accessories and Orly Shoes have also experienced positive business impacts: improved productivity, avoided costs, faster time-to-market, and enhanced customer satisfaction.

## ENMON ACCESSORIES

### Enmon Accessories

Headquartered in the heart of Texas, Enmon Accessories (Enmon) provides high-quality leather gifts and accessories to over 2,500 retailer sites throughout the U.S. and Canada. Whether in small boutiques, mid-sized shops or large chains such as Bass Pro Shops, Enmon products truly "stand out" due to their custom designs and superior craftsmanship.

"Many of our products are made to order. They can be customized with one of our silver-plated emblems, also known as conchos, to create one-of-a-kind accessories for companies, schools, organizations, and even individuals," explains Jamie Tegeler, vice president of Marketing. "In fact, we are licensed with over 100 colleges and universities across the country."

*"Data Driver helps us get our products to retailers faster, leading to stronger customer relationships and cash flow."*

*– Jamie Tegeler,*
*Vice President of Marketing,*
*Enmon Accessories*

For over two years, Enmon has controlled its expansive inventory by using Data Driver to create and manage its unique identification numbers, also known as GTINs. Yet, Tegeler remembers the time when Enmon used spreadsheets to list and organize barcodes for its many unique items. "With this method, there was plenty of room for error," says Tegeler. "It took just one incident to jump start our search for another option."

A new employee had erroneously given new U.P.C. numbers to items with previously assigned barcodes. When orders were filled, this caused issues for retailers since the new barcode numbers didn't match the numbers in their ordering and inventory systems. This led to a great deal of confusion when the items were scanned at the point of sale.

"You can imagine the ripple effect this had on our customers' businesses as well as on our business," recalls Tegeler. "Customer dissatisfaction, inventory problems and lost revenue were just three of the downstream implications."

After researching multiple systems, Enmon chose Data Driver to help eliminate potential errors with barcode assignments. "We considered other systems, but found them to either be too expensive or not as easy to use," says Stephanie Decker, purchasing assistant and Enmon's primary user of Data Driver. "When we learned Data Driver was free with our membership in Partner Connections, we immediately took advantage of this benefit."

Initial set-up of the Data Driver proved to be straightforward and intuitive. Decker found she could easily import Enmon's existing data from spreadsheets into the Data Driver tool. "At that time, we had about 10,000 items to load into the system. This took some time, but was worth it," advises Decker.

Today, Decker manages over 17,000 unique items with Data Driver. And, between 500 to 1,000 new items are introduced each quarter. "Compared to our spreadsheets, it takes a lot less time to set up a new item with Data Driver," explains Decker. "A new belt may come in five sizes yet have as many as 100 logo choices. My favorite feature lets me easily 'clone' an item's attributes, then change the one or two attributes that are different. This feature alone saves me a tremendous amount of time and pretty much does away with errors."

With Data Driver, Enmon's order processing time has been cut in half. Tegeler continues, "Data Driver helps us get our products to retailers faster, leading to stronger customer relationships and cash flow. We have also basically eliminated errors, which translates into avoided costs from re-works. "

Both Tegeler and Decker recommend Data Driver for faster and accurate creation of barcodes. "I would rate it a 9 or 10 for the positive impact it has for our business," concludes Tegeler. "Even better, our customers benefit, too."

![Orly Shoes logo]

### Orly Shoes

Perched high above New York's Fifth Avenue, the Orly Shoe Corporation (Orly Shoes) has been immersed in virtually every aspect of the footwear industry for 30 years. The company designs, sources, markets and sells footwear, both branded and private-label, for women and children. It distributes its products via national retailers, department and specialty stores, as well as e-commerce channels in the U.S., Canada, and Asia.

"We have a strong reputation for creative designs, quality products, and customer responsiveness," says Ezra Antebi, senior vice president. "Styles may change, but our service is constant. If a store has an emergency or even a simple question, we go out of our way to help and get them answers the same day."

In its highly competitive industry, Orly Shoes understands the need for speed. "Every quarter, we launch at least 15 new styles into the market," explains Antebi. "Fifteen styles, three colors and sizes from 5 to 11 – this can add up to significant time when allocating barcodes for each style, color and size combination. In this business, every minute counts. Data Driver helps us stay competitive."

Fernando Gabales, assistant production manager, understands what it's like to spend long hours working with multiple barcode spreadsheets. "Before Data Driver, if I made a mistake, I would have to do the work over again. Now, with Data Driver, it takes me one-third the time."

When Gabales started working with Data Driver about a year ago, he quickly learned how to use it. "In about three days, it became very natural for me. At one point, I remember my manager commenting, 'Gee, that was fast.' when I completed an allocation of U.P.C. numbers."

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*– Fernando Gabales,*
*Assistant Production Manager,*
*Orly Shoes*

Gabales especially likes the way Data Driver helps him closely track the usage of his U.P.C. numbers and the capacity of the Orly Shoes U.P.C. license. "I was pleasantly surprised that I didn't have to check our barcodes one-by-one for re-ordering and other processes. It really saves me time. And, since using Data Driver, there have been no errors."

Data Driver also provides guidance about where to place the barcode on packages based on GS1 Standards, and helps Gabales select the type of barcode needed based on the level of product packaging such as item, case, and pallet – the product hierarchy. For example, Data Driver guides the choice of GTIN needed to identify a pair of shoes (e.g. size, color and style), the GTIN to identify inner packs within a case (e.g. five pairs of shoes grouped by a specific attribute such as size), and the GTIN to identify a case of shoes.

"Data Driver also helps me collect vital product information such as dimensions and weight that help in transportation and logistics planning as well as for building planograms by our retail partners," explains Gabales.

For others considering Data Driver, Gabales advises to take time to learn the tool. "There is a lot that it can do. You don't have to be technical. Anybody can successfully use it and benefit."

For Orly Shoes, Antebi sums it up, "Data Driver works – it works very well for our business."

## Business Impact Summary

| Benefits | Results |
| --- | --- |
| **Improved productivity** | With Data Driver, Enmon Accessories manages over 17,000 unique items and sets up between 500 to 1,000 new items each quarter. Using the clone feature, Enmon saves significant time during new-item set up. Every quarter, Orly Shoes launches at least 15 new styles in three colors and 13 sizes into the market. With Data Driver, it takes one-third the time it used to take. |
| **Avoided costs** | Enmon advises Data Driver has greatly improved accuracy when generating U.P.C. numbers. Orly Shoes has experienced "no errors since using Data Driver." This avoids costs associated with re-works. |
| **Faster time-to-market** | Enmon's order processing time has been cut in half, which helps the company get its products to retailers faster. In the competitive footwear industry, speed is critical. With Data Driver, Orly Shoes stays competitive by getting its new styles out the door in record time. |
| **Strong customer relationships** | With Data Driver, Enmon Accessories and Orly Shoes keep retailers satisfied and relationships strong with fast order processing, accurate point-of-sale scanning, and vital product information that helps them with transportation, logistics and space planning. |

**The benefits from using Data Driver translate into tangible business benefits for both Enmon Accessories and Orly Shoes.**

## PARTNER CONNECTIONS

Today, over a million companies doing business in over 140 countries subscribe to the GS1 Standards system to uniquely identify their products via U.P.C. barcodes and share product information with trading partners. To generate barcodes and make them truly yours, a unique Company Prefix is required, the foundation of GS1-based identification numbers.

In the U.S., only GS1 US can issue your company an authorized GS1 Company Prefix, and it does this through its Partner Connections program. By joining the program, you get Data Driver at no additional cost. In fact, Data Driver is an exclusive member benefit.

Join Partner Connections today! Benefit from Data Driver and other membership privileges:

• "Ask the Expert" webinars

• Online educational offerings

• Priority customer support

• Premium discounts

• Members-only website

• Online library of GS1 Standards and guidelines

• GS1 US eNewsletter

## CONTACT US

To learn more about Data Driver and/or Partner Connections, contact the GS1 US Partner Connections Team at +1 937.435.3870 or info@GS1US.org.

## ABOUT ENMON ACCESSORIES

For over 11 years, Enmon Accessories, LLC has been providing retailers across the country with top quality gifts and accessories at reasonable wholesale prices. Enmon Accessories offers a wide range of excellent products for men, women and pets. Whether a gift shop, boutique, pet store or a sporting goods store, retailers are sure to find a collection by Enmon that their customers will enjoy. Enmon Accessories owes a tremendous amount of its growth to its unique "concho" decorated products. The company's concho selection ranges from one-of-a-kind wildlife designs, to western motifs, colleges and universities, and licensed outdoor brands such as Mossy Oak and Ducks Unlimited. www.enmonaccessories.com

## ABOUT ORLY SHOES

Founded in 1980, the Orly Shoe Corporation designs, sources, markets and sells fashion-forward footwear in both branded and private label for women and children. The company distributes products through national retailers, department, and specialty stores, as well as e-commerce websites. Orly Shoes is one of the most successful private label fashion houses in the fashion footwear market. Consistently featured in the media, the company maintains global recognition and appeal. Orly Shoes has international distributor agreements in various countries, including the U.S., Canada, and Asia. www.orlyshoes.com

## ABOUT GS1 US™

GS1 US is a not-for-profit organization that brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 standards. More than 200,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through GS1 US solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code-based RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). www.GS1US.org.

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